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**/PAR/**

**IN THE UNITED STATES PATENT AND TRADEMARK OFFICE  
(Case No. 15013US02)**

*In the Application of:*

Jeyhan Karaoguz et al.

*U.S. Serial No.:* 10/675,385

*Filed:* September 30, 2003

*For:* THIRD PARTY MEDIA CHANNEL  
ACCESS IN A MEDIA EXCHANGE  
NETWORK

*Examiner:* Patrick A. Ryan

*Group Art Unit:* 2427

*Conf. No.:* 6838

*Customer No.:* 23446

**CERTIFICATE OF TRANSMISSION**

I hereby certify that this correspondence is being transmitted via EFS-Web to the United States Patent and Trademark Office on March 11, 2010.

/Michael T. Cruz/  
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Reg. No. 44,636

**RESPONSE TO OFFICE ACTION MADE FINAL**

Mail Stop AF  
Commissioner for Patents  
P.O. Box 1450  
Alexandria, VA 22313-1450

Sir:

This paper is a response to the Office Action Made Final mailed January 11, 2010 to provoke an Advisory Action.

Amendments to the Claims begin on page 2.

Remarks begin on page 9.